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ABSTRACT

This document contains reports from school districts in South Carolina on the status of their successful partnerships between schools and businesses. They are examples of what is happening in South Carolina today and what could happen between other businesses and schools as new alliances are formed. These accounts describe new ideas for partnerships as well as tried and true practices. These 14 descriptions of exemplary business/education partnerships illustrate partnerships with E.I. DuPont deNemours & Co.; South Carolina National Bank; Coburg Dairy; Johnson and Wales Culinary College; McDonald's; The Wilson Group; the Kershaw County Chamber of Commerce; Michelin Tire Company; a radio station (WCCP in Clemson); Atlantic Soft Drink Company; Bank of Greeleyville; Tupperware Manufacturing; Wellman Industries; Gist-Brocades; Carowinds Theme Park; and Amida Industries, Inc. They include such diverse school partnerships as adopt-a-school, school volunteer programs, and a community awareness program and involvement of The Citadel. (YLB)

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BUSINESS EDUCATION
PARTNERSHIPS IN SOUTH CAROLINA

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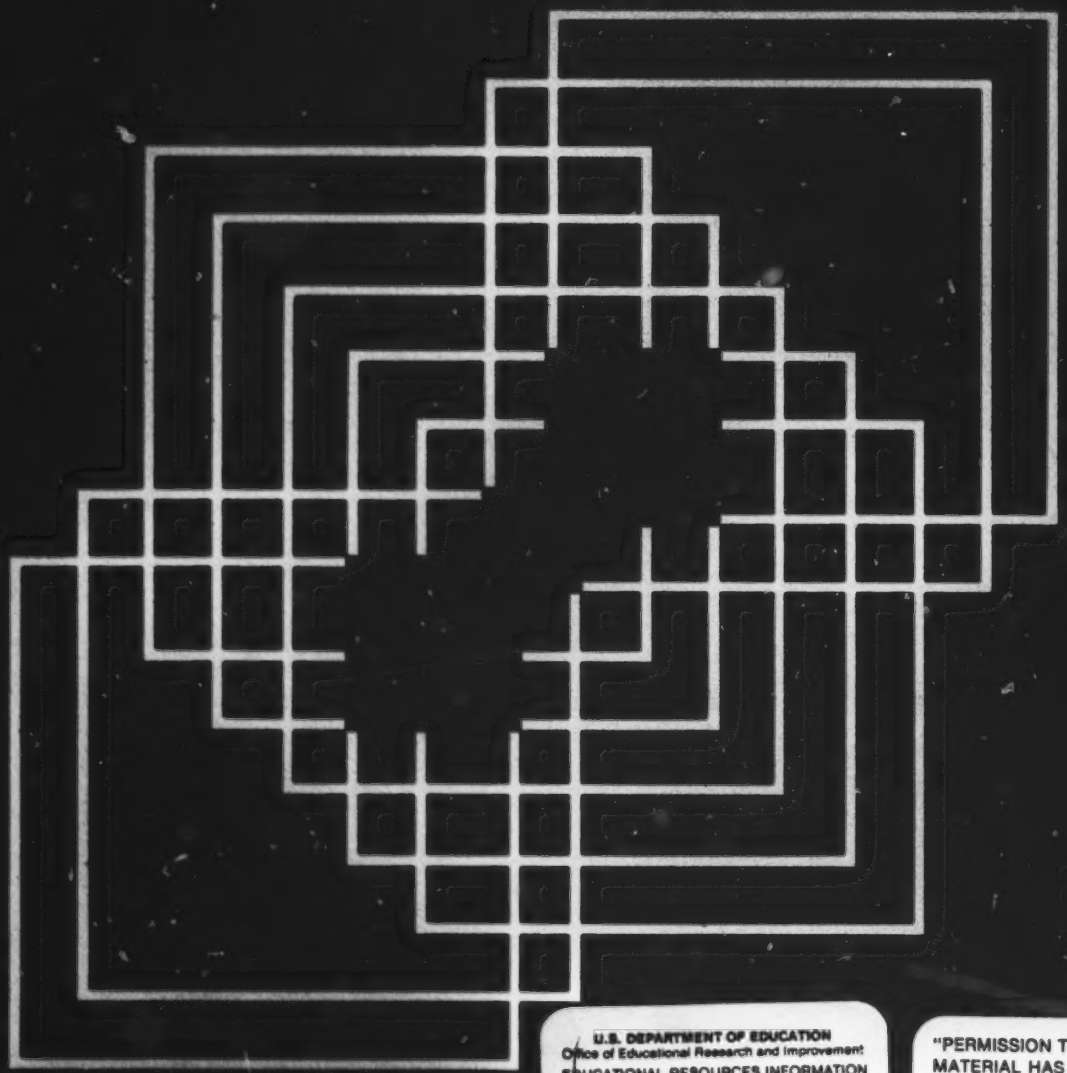
Model Projects



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BUSINESS/EDUCATION PARTNERSHIPS IN SOUTH CAROLINA

*** MODEL PROJECTS ***

SOUTH CAROLINA DEPARTMENT OF EDUCATION
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Columbia, South Carolina
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1987

FOREWORD

The **South Carolina Education Improvement Act of 1984** encourages the creation of "more effective partnerships" between schools and (a) parents, (b) businesses, and (c) the community. To be sure, businesses and schools have long been working together for their mutual benefit, but this legislation has served as a stimulus for existing programs to expand and for others to become involved. The following reports from school districts on the status of their successful partnerships are examples of what is happening in South Carolina today, and what could happen between other businesses and schools as new alliances are formed.

Business knows the value of an educated workforce, and educators realize the benefits the private sector has to offer school programs. Their goals are the same - to expand the educational resources specifically for students and for the community. Progress toward this goal over the last three years should serve as encouragement for future efforts.

Included in this account are descriptions of new ideas for partnerships, and of "tried and true" practices. Businesses donate their human resources, materials, facilities and money. They recognize student achievement and demonstrate their appreciation for teachers and administrators. In turn, schools say thank you by inviting their business partners to share in all phases of their program. Embedded in these activities lies the key to successful business/education partnerships - working to help each other brings mutual understanding, respect, and trust.

ACKNOWLEDGEMENT

Gratitude is expressed to Dr. Sharon S. Ray who assumed major responsibility for the compilation of this resource publication. A special thank you is extended to the school district partnership coordinators who took time and initiative to submit descriptions of exemplary business/education partnerships.

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DUPONT GOES MORE THAN HALFWAY IN AIKEN

E. I. DuPont deNemours & Co., operator of the Savannah River Plant, has gone more than halfway in a business/education partnership for Aiken County Schools. DuPont has been a forerunner in promoting business/education partnerships. Beginning last fall, DuPont and the Aiken County School District worked out a most ambitious program for ten schools. DuPont also adopted ten additional schools in the surrounding Central Savannah River Area.

Ms. Andrea Fletcher, DuPont's full-time Adopt-A-School coordinator, stated, "DuPont has always taken an active role in supporting public education. At the Savannah River Plant, our government contract precludes our donating funds to local schools. The Adopt-A-School program provides a unique opportunity for DuPont employees to support the educational system by providing services that money can't buy."

DuPont has donated countless man hours and resources to the schools. The following are examples of the numerous and varied activities that DuPont has done for just one school, Paul Knox Middle. DuPont provided tutors and speakers for classes, conducted on-site visitations to DuPont, donated audio/visual films and tapes, recognized honor-roll students with certificates and refreshments, provided a monthly bulletin board of activities, and worked with science teachers on projects and programs.

DuPont also sends its quarterly publication, Savannah River News, to the schools. The June edition featured the Adopt-A-School program in Aiken County on the front page.

In a recent energy awareness contest sponsored by DuPont, the response from the adopted schools was outstanding. Professional societies awarded $50 savings bonds to ten Aiken County student contest winners.

Mr. John Granaghan, Plant Manager, is the spokesman for the business/education partnership. He meets with the Governor and other influential officials on various occasions promoting this idea. Through his efforts, DuPont remains the top local business in the business/education program for Aiken County Schools. Indeed, DuPont has gone more than halfway.

Greendale Elementary students learn about saving energy at Energy Awareness Day at the Savannah River Plant.

East Aiken Elementary students enjoy an Adopt-A-School puppet show.

BAMBERG DISTRICT ONE: BANKING ON SUCCESS. . .

In Bamberg School District One, South Carolina National Bank and Bamberg-Ehrhardt High School have begun a partnership which promises to be mutually beneficial. This well thought out plan emphasizes strategies to meet important goals of both the school and the bank. The first business/education partnership in the area, the program is designed to:

- o enrich classroom experiences by having the bank provide forms, resource persons, and equipment for business subjects;
- o increase awareness of how basic skills, business skills and electronic equipment are important to banking;
- o provide practical experience in applying for jobs, completing applications, and being interviewed for jobs;
- o help prepare high school students for the business world; and,
- o equip students with the skills they will need to meet, relate to, and serve the public.

Ann Copeland, Operations Officer at SCN in Bamberg, says of this partnership: "We feel it will be the beginning of many more such relationships whereby businesses will show their interest in our public school system by participating in and fulfilling the needs of our school system. Our young people are our most valuable assets -- the future of America."

BEAUFORT GETS DOWN TO BUSINESS

The Beaufort County Schools partnership program is quite extensive, with each of the districts' 18 schools involved in, and committed to, partnerships with businesses in the area. Mr. Charles Fraser, Chief Executive Officer of the Fraser Group, serves as chairperson of the 41 member citizen advisory committee on business/education partnerships. This task force initiated the action which has provided diverse school partnerships including Adopt-A-School, School Volunteer Programs, and a Community Awareness Program.

The partnerships among schools and businesses in Beaufort are a team effort designed to be mutually beneficial. Local business partners perform an amazing number of services utilizing the talents of their people and their financial resources. In turn, each of the schools promote positive school/business/community relationships by recognizing business contributions and being of service to them whenever they can. A sampling of the things Beaufort schools are doing include:

- providing well-educated students;
- providing information to the business partners as to the school's history, curriculum, and goals;
- sending letters of appreciation to each employee of the business or organization helping the school;
- hosting business recognition banquets at the year's end;
- selecting and honoring the business employee of the week;
- loaning school facilities for meetings and sports events;
- providing special classes for business employees including ceramics and exercise; and
- providing school tours and district information for new residents and prospective businesses.

Each of the schools in Beaufort appreciates the contributions of its business partner. Too numerous to name them all, one special service performed by businesses for each school is spotlighted below:

Belk-Simpson Company/
Mossy Oaks Elementary

Belk-Simpson displays students' work and special projects in the local department store.

Palmetto Federal Savings/
Broad River Elementary

Monetary contributions from Palmetto Federal Savings of South Carolina make publication of the school newspaper possible.

Alcoa of South Carolina, Dawtaw/
Lady's Island Junior High

Alcoa was instrumental in obtaining a much needed traffic light for the intersection in front of the school.

Sutcliffe Brothers Furniture Company/
St. Helena Elementary

Sutcliffe Brothers is a sponsor for the school's Young Astronaut Club.

South Carolina Electric and Gas/
Shell Point Elementary

SCE&G has developed and provided science curriculum materials to the school.

United States Marine Corps/
Battery Creek High

The U.S. Marine Corps Recruit Depot provides assistance with the school's drug and alcohol abuse prevention program.

Beaufort County Council on Aging/
Beaufort Elementary

The Council coordinates the recruitment of senior citizen volunteers to serve as tutors in the classroom and

to assist in reproducing materials for learning centers.

Hilton Head Plantation Company/ Hilton Head Elementary

The Hilton Head Plantation Company donated their services in diagnosing and solving a water drainage problem on the school grounds.

Palmetto Dunes-Greenwood Development Corporation/ H.E. McCracken Middle

Palmetto Dunes-Greenwood Development Corporation provided savings bonds as academic incentives for students.

Blue Channel Corporation/ Port Royal Elementary

This company financed the printing of the school's handbook.

United Telephone Company/ Davis Elementary

United Telephone donated typewriters, furniture, and file cabinets to the school.

Fripp Management Company/ Lady's Island Elementary

Fripp Management Company provided the school with management assistance in planning and budgeting.

International Paper Realty Company/ Mary C. Fields Elementary

International Paper Realty provided the labor and money for a school playground, complete with new equipment.

Marine Corps Air Station/ Robert Smalls Junior High

The Marine Corps Air Station provides assistance with the school's computer program.

Hilton Head Hospitality Association/ Hilton Head High

The Association donated $1,000 to the school's academic scholarship fund.

Hargray Telephone Company/ Michael C. Riley Elementary

Hargray Telephone constructed and donated a live mini-telephone system for the school.

NCNB Bank/ Beaufort Elementary

NCNB sponsored the opening ceremony for the new school and serves on the school improvement council.

Hilton Head Island Chamber of Commerce/Greater Beaufort Chamber of Commerce/Beaufort County Schools

Both chambers are involved in hosting and conducting a monthly School/Business Roundtable discussion for selected business persons and the superintendent. Sessions focus on what is expected of public education and how business and schools can work together.

CHARLESTON — A SAMPLING OF PARTNERSHIP SUCCESS

The Citadel Gets Involved

Involvement of The Citadel in improving and expanding educational experiences at Rivers Middle School in Charleston touches practically every academic area and aspect of the school's program. "We can make a difference" seems to be The Citadel's motto as they provide students opportunities which otherwise may not be afforded them. And what a difference this partnership makes!

Lab experiences on The Citadel campus are one of the advantages for Rivers' students. Under the supervision and instruction of Citadel professors, seventh and eighth graders participated in hands-on physics laboratory experiments investigating wave motion, magnification, and weight proportions to name a few. Students also visited The Citadel writing lab for instruction in how to use the computer for creative writing, and the reading and language labs for skill improvement.

Citadel students and instructors alike also visit the Rivers campus. Cadets schedule weekly sessions to tutor students in language arts and math and to help advanced students with refining research skills. Citadel instructors have conducted a math enrichment program and have presented various classroom demonstrations and lectures.

Faculty and staff from The Citadel and Rivers work together, too. Ideas are exchanged regarding program development and implementation and educational trends. Citadel faculty have provided teacher in-service training in language arts and math, and worked closely with Rivers' guidance staff.

Neither is student academic achievement overlooked in this partnership. The Citadel awards recognition certificates to honor roll students and students with perfect attendance. Special awards go to the two students with the highest cumulative grade point average for the school year.

Other partnership activities include The Citadel's sponsorship of the annual eighth grade graduation reception, the presentation to Rivers of a partnership flag displaying the seals of both schools, and the free printing of the Rivers Middle School Bulletin, the school's quarterly newsletter. Through the partnership of these two institutions, situated geographically only blocks from each other, The Citadel has touched the lives of the Rivers Middle School faculty, staff and student body through their generosity and expertise, all in the interest of better education and community spirit.

Coburg Dairy Goes the Extra Mile

In 1984, St. Andrews Elementary School in Charleston entered into a business/education partnership with Coburg Dairy. The partnership consists of a school assistance program which has had a significant positive impact on the educational program offered to St. Andrews' students since that time.

Initially, Coburg officials made a facilities inspection and recommended improvements for the school. Taking the project one step further, they helped the school carry out the recommended projects. Coburg put aluminum sheaths around pipes with loose asbestos, built steps for the water coolers, installed clocks in the classrooms, placed a fan in the teachers' lounge, and pruned all shrubbery around the school.

To enhance school climate and increase student motivation, Coburg permitted the school to adopt a variation of its slogan, "Better Than We Have To Be," and the school now has a new motto on its Honor Wall - "Learning To Be Better Than We Have To Be." In keeping with this theme, certificates for Principal's List, Honor Roll, and Coburg Citizen of the Month were designed and provided by the school and Coburg's advertising agency. The company provided caps and "Coburg Boy Stickers" monthly for the honored students. These school incen-

tives are still being implemented yearly. Additional projects sponsored by Coburg Dairy have been the design of school stationery by the company President, Mr. Hanchell, and magnetic "Best Bus" signs for the school buses emphasizing and rewarding the safety efforts of students and drivers.

Coburg has also helped in the production of a slide tape show for public relations and participated jointly with the School Improvement Council in the development of the "Parent of the Month Award," recognizing superior parent involvement.

Coburg has provided office efficiency training for the school administration and staff who participated jointly with the Coburg secretaries. Additionally, they have given the school a $1,200 grant toward the purchase of a copier, provided assistance with parties and socials at the school, and actively participated in Teachers Appreciation Week each year by providing flowers and "goody boxes" of Coburg products for the teachers.

Finally, Coburg board rooms are used for the school's monthly support group meetings. Members of the teaching staff, PTA executive board, volunteer program, and the School Improvement Council join with representatives from the Coburg Management Team to work jointly on the implementation of the school improvement plan. It is this willingness to go beyond the offering of facilities and resources that makes Coburg Dairy a unique and valued partner in education. They give their expertise, and of most meaning to the St. Andrews community, their active involvement and time.

"Learning to be better than we have to be."

Burke High Students Become Chefs

According to the National Institute for Food Service Industry, each year there are 85,000 openings for cooks and chefs in the United States. With 40% of all food dollars being spent on foods outside the home, the number of jobs in all areas of the industry are expected to continue rising. What is true for the country as a whole is even more true for the greater Charleston community. Charleston is a vibrant tourist area, and food service and the hotel/motel business are in the top five industries in the area.

In an effort to upgrade the Food Services Program at Burke High School so that the program would become a major supplier of qualified personnel for the Charleston restaurant and hotel industries, the Food Services instructor entered into an agreement with Johnson and Wales Culinary College. With the assistance of the Johnson and Wales' instructors, the Burke program was revamped. An advisory council of representatives from Burke High School, the Chamber of Commerce, and the restaurant and hotel business was formed.

Each Wednesday during the school year, a Charleston chef met with the Food Services students for one hour. The chef reviewed the lessons of the past week and related them to practical applications. These chefs, selected by the Charleston Restaurant Association and the Charleston Chefs' Association, are considered to be the best teaching chefs in the community. The Chef-A-Week Series allowed students to observe and assist master chefs in action; enabled the students to understand the career implications of the Food Services Program; gave master chefs an opportunity to prepare their favorite recipes exemplifying classroom procedures; and permitted the compiling of recipes into a Burke Cook Book with proceeds going back into the Food Services Program.

During the summer of 1986, Burke students received fifteen scholarships in culinary arts. Under the supervision of

two Johnson and Wales' chefs, these fifteen students spent eight weeks learning restaurant procedures and cooking techniques through lectures, demonstrations, and hands-on training. After class, many of the students headed to work at area restaurants and hotels for on-the-job experience.

The cooperation with Johnson and Wales has raised the self-esteem of the Food Services students at Burke High School, and has prepared them to pursue professional careers in the food services business.

Mt. Pleasant Academy Joins Hands With McDonald's

An exciting and active partnership, though barely a year old, is the one that exists between McDonald's and Mt. Pleasant Academy in Charleston.

As the principal has said, McDonald's is known for food and food is often the focus of activities in this partnership. For example, Mt. Pleasant Academy students have taken field trips to McDonald's and are invited to sample the wares. Teachers receive a free lunch for perfect attendance, and students with perfect attendance receive McDonald's food coupons at the end of the nine-week period. Ice cream parties are given by McDonald's to classes achieving 100% PTA membership and to classes which attain the highest number of points in Parent Associated Learning Strategies (PALS), a program to increase parental involvement. Finally, each teacher workday begins with breakfast at McDonald's.

Other rewarding activities include providing the school with films and books on ecology and nutrition, and distributing McDonald's rulers and personalized book covers for all students at the start of the year. Candy-filled mugs, balloons and flowers from McDonald's to the teaching staff are not an unusual sight at Mt. Pleasant Academy. And, to save the school a large sum of money, maintenance crews from McDonald's will assemble playground equipment the school has recently obtained.

Mt. Pleasant Academy appreciates the outstanding efforts of its partner and has initiated projects to let the community know about McDonald's efforts on behalf of the school. Recently, each class door was decorated in honor of McDonald's. A talented teacher presented a sketch of the school for hanging in McDonald's corporate offices, and a billboard was visibly posted in the Mt. Pleasant community saluting the partnership. The contagious enthusiasm of these two partners is evidenced through the multitude of activities designed to enhance the education of the students at Mt. Pleasant Academy.

Mt. Pleasant Academy principal, Marian Mentavlos (right), unfolds the McDonald's flag presented by Karla Taylor to fly above the school as a visible sign of the partnership.

CHESTER COUNTY SCHOOL DISTRICT: A MODEL PARTNERSHIP

The spring term of the 1986 school year marked the beginning of school/business partnerships for Chester County School District. The "adoption" process of schools by industry followed five months of district planning and community awareness campaigns. By the end of the school year, all county schools had one or more partners or commitments to the program. While all business partners were becoming involved to some extent by then, one particular partnership moved with such speed that it has become the model for others to follow.

CAMPUS Sportswear is the business partner for two schools: Southside Elementary and Chester High. While not the only partner with these schools, CAMPUS has taken the lead in partnership concerns and both the schools and the business are enjoying a mutually rewarding relationship. Consider the many aspects of this partnership. . .

Promotion of Student Achievement

CAMPUS promotes student achievement through an incentive program to award excellence in academics and citizenship. Each month a student in each grade at Southside Elementary and Chester High is recognized by CAMPUS as "Student of the Month," and awarded cash prizes, gifts of clothing through their sportswear outlet store or gift certificates. Honor-roll students from each school are also recognized with congratulatory letters from the CAMPUS general manager. The monetary value of the firm's contributions becomes significant when it is realized that 54 such awards are given during the school year.

Staff Recognition

CAMPUS recognizes "Teachers of the Year" at each school by providing sportswear apparel to those selected. The firm also appropriately awards teachers selected as "Teacher of the Quarter" at Southside Elementary School. Many other awards are provided, both to staff and students for a variety of other events conducted at both schools during the year. Both Southside Elementary and Chester High Schools can rely upon their partner to provide an incentive for achieving in academics, leadership, citizenship or athletics.

Material Contributions

The firm provides athletic trophies to Chester High School for players and teams, assists in the printing of programs and actively solicits contributions from the business community to support a variety of non-district funded programs. CAMPUS has purchased library books for Southside Elementary School and is developing a program for continuous purchase of library books and materials for both Southside Elementary and Chester High Schools.

Classroom Assistance

Although CAMPUS is a clothing distribution center, its employees are skilled in a variety of professional abilities including engineering, computers, math and business. The firm has made employees available as resource speakers or classroom instructors to assist in enrichment, supplemental or directed instruction. Over 40 such classroom hours were provided during the latter part of the 1986 spring term - a considerable contribution when it is considered the partnership was only three months old when these hours were tallied! Elementary school classes frequently tour the CAMPUS plant (22 acres under one roof) as part of social studies or citizenship units.

Improvement of School Facilities

Approximately one-half of the classroom facilities at Southside Elementary School are mobile units. These

units had not been painted in seven years. Twenty-seven CAMPUS employees volunteered over 100 hours and completely repainted all of the mobile classrooms. The firm also installed handrails on some school steps and ramps as a safety factor.

Over 25 employees from CAMPUS Sportswear volunteered their Saturdays and Sundays to paint the 12 mobile classroom units at Southside Elementary School in Chester.

Reciprocation

A true example of the partnership which exists between CAMPUS and Southside Elementary School is one of educational reciprocation. Teachers from Southside Elementary School, with the cooperation of the district adult education department, spent six weeks in the CAMPUS plant during the after-school hours, but during the business work day, instructing those employees interested in preparing for the GED examination. The result -- eight CAMPUS employees earned their South Carolina High School Equivalency diploma. This has truly been a model partnership.

DARLINGTON COUNTY SCHOOLS: PARTNERS IN EXCELLENCE

St. John's Elementary School in Darlington and The Wilson Group became "partners in excellence" this past November. The Wilson Group includes Wilson Hospital and Clinic, Darlington Convalescent Center and Oakhaven Nursing Home. This two-way partnership promises to benefit both the school and The Wilson Group, with a wide variety of activities planned for both.

John L. Wilson, The Wilson Group executive director, said: "The Wilson Group is proud to become a partner with St. John's Elementary School. We are both institutions striving for excellence and we at The Wilson Group look forward to working with the school staff and students." The organization plans to provide health appraisals for the school faculty, physicians to speak to students and faculty, certificates for student achievement and field trips to Wilson Hospital and Clinic.

St. John's will conduct a pen-pal program for long-term patients, present choral presentations, display students' art work, participate in the Adopt-A-Grandparent Program, host day care field trips to school, and loan school facilities for special events. "We at St. John's Elementary are very excited about our partnership with The Wilson Group," said Jean Taylor, school assistant principal/coordinator of the Partners in Excellence Program. "Their involvement with us illustrates their concern for our school, teachers and students, as well as the community."

LOOK WHAT'S HAPPENING IN GREENVILLE...

We Have the Solution...

Three Greenville schools are piloting new and exciting Model Education Centers. The centers, featuring powerful computers designed by Wicat Systems, are already making a significant impact at Blythe Elementary, Hughes Middle and Greenville High Schools.

"If a student is having difficulty with a particular skill, the system provides help so they can master the skill and move on," according to Virginia Dean, Blythe Elementary principal. "The result is individualized instruction where the children become active learners."

"This concept is very different from the microcomputers typically used in teaching. The Wicat courseware is managed so the teacher can alter the material to best suit her class and each individual student in the class. Then reports are generated so the teacher can monitor class progress and make adjustments in the curriculum as needed," commented Brenda Jenkins, Greenvile High lab manager.

The Model Education Centers consist of a super mini-computer which supports 30 student terminals, a manager's terminal and a printer. The system contains a comprehensive K-12 curriculum of 21 courses with over 8,500 hours of instruction.

"What is so exciting is that my whole class can work on computers at the same time, rather than just singling out a few students to work on the computers. The Wicat Model Education Center also has a lab manager so I don't have to worry about operating the system. I'm free to concentrate on teaching," said Cindi Labban, 6th grade teacher at Hughes Middle.

"I'm excited about the prospect of a local business cooperative effort to help us introduce technology into the classroom. I firmly believe a comprehensive computer-assisted and computer-managed program has the potential to revolutionize the education process," commented Roy Truby, district superintendent.

These Model Education Centers are a joint project of the School District, area businesses and Educational Solutions, a new Greenville company which is part of The Harrison Group. Education Solutions has worked in cooperation with the school district to properly implement this technology into these schools. This company is also raising funds from the business community to finance the project.

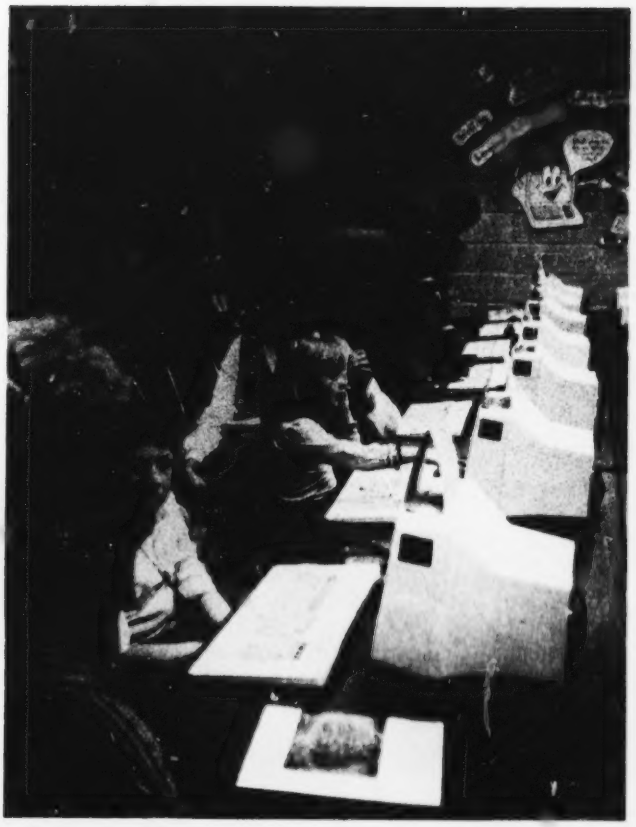
"Area businesses have been very supportive because this technology produces results. We know if we implement it properly, we can see significant increases in test scores. Educational Solutions provides planning and consulting services, training and on-going support to schools. By helping schools use computers effectively, we can accomplish the three long-range goals of the project: first, to improve the quality of education for each student; second, to improve the work environment for every teacher; and finally to insure that every dollar contributed to this project produces optimal educational results," said Barry Lynch, president of Educational Solutions.

Additional funds for the Model Education Centers are being raised through Fast Forward, an after-hours tutorial program. At a base rate of $10 per hour students may participate in the program after school. Fast Forward is an innovative approach to traditional tutoring services combining the expertise of a professional teacher with the benefits of a sophisticated computer. "Each student's program is individualized to achieve maximum results. The courseware is flexible — we are using it for remediation, enrichment, and reinforcement," added Gretchen Mahon, Fast Forward director.

"My favorite part is that children love the computers. I've even had some children ask to skip recess so they can

use the computer," said Linda Latham, Blythe Middle lab manager.

According to Ms. Mahon, who is currently hard at work trying to get the word to students, teachers, and tutors who may want to take advantage of this powerful tool, "you only need to see it at work one time to be absolutely convinced of its value."



An Alliance for Quality Education...

The community of Greenville County is in agreement that an excellent public education system is the most important investment the community can make in its future. This is not political rhetoric...it's a fact of life...and one that deserves even more attention than our tax-supported systems can provide.

With that in mind, The Alliance for Quality Education was established under the directorship of Camilla Hertwig to meet the challenge of building broad-based community support, committed to excellence and innovation in Greenville public schools. Formed as a non-profit corporation, The Alliance promotes cooperation between the schools and the private sector to increase public awareness of educational issues. It is managed by a board of directors that represents diverse community interests and perspectives. The Alliance is a continuing organization separate from the school district and secures its resources from individuals, corporations, and foundations.

A major mission of The Alliance is to motivate and encourage the development of creative educational projects through a mini-grant program. The mini-grants create opportunities for experimenting, researching and developing new and imaginative teaching techniques. All teachers, principals and staff members in the Greenville County School District are encouraged to apply for the grants which are awarded on a competitive basis. The grants review committee is chaired by Bill Page, and is made up of Alliance board members and educators who review the applications. During this first year of the grants program, The Alliance awarded more than $39,000 in teacher, school, and district grants.

The projects funded will impact on the education of children at all grade levels...from kindergarten through high school...and in a wide variety of subject areas. The projects are going to be monitored and evaluated to determine their effectiveness, and ideas gained from the most successful programs will be used to improve education throughout the district. The real beneficiaries of this program, however, are the students in the school district of Greenville County. Education is their ticket to a better tomorrow...and The Alliance is trying to assure them of a first-class seat as they travel.

Fighting Crime...

CRIMESTOPPERS, an organization dedicated to the promotion of public participation in the control of crime, began a partnership with the Northeast Area high schools in Greenville County in the spring of 1986, and subsequently expanded that partnership to include all high schools in the county. A primary objective of this linkage with CRIMESTOPPERS is the development of responsible citizenry in students. It is felt by CRIMESTOPPERS and the schools that the program will heighten civic awareness of young people, and afford them the opportunity to participate in maintaining a healthy and positive school climate.

Through the program, students who provide information which results in arrests for vandalism, weaponry or drug violations receive monetary rewards. Anonymity is an essential aspect of the program.

Currently, a CRIMESTOPPERS contest is in progress. Twenty-five dollars will be awarded to the school newspaper publishing the most outstanding article about the program. This partnership illustrates yet another dimension in the benefits of cooperation between schools and community organizations.

How Many Ways?...

Several years ago, when Mauldin Elementary School needed an "Adopter," the Texize Corporation said yes. Recognizing the importance of business/education partnerships, and the needs of the school which they could help meet, Texize went to work.

The first year, Texize employees tutored students in math. The second year, company officials inquired about the material needs of the school and subsequently provided plastic shelving for all classes. This year, Texize donated surplus items to Mauldin Elementary including chairs, desks, chalkboards, and filing cabinets.

Texize also prints, collates, and staples the school's monthly newsletter, and has provided the necessary materials for each class to implement the McGruff Safety Program. This ongoing, effective partnership certainly exemplifies the myriad of ways businesses and schools can work together.

Let's All Work Together...

K & M Fabrics donated material to make stage curtains and cafeteria drapes for Cone Elementary School. Greenville Stage and Equipment Company made and installed them.

Gateway Elementary had an architect design a puppet theatre for the school. Materials were donated by a local lumber company, while Duke Power employees completed the construction. Fabric for the theatre curtains was donated by still another Greenville Company, while a school employee actually made them.

The Northeast Area Advisory Council awards tee shirts and certificates to students in this attendance area earning all "A's" for the year and to those with perfect attendance. Contributions from several businesses in the area provide the funds for this annual project. All of these Greenville partnerships are examples of what cooperation and coordination between businesses and education can accomplish.

KERSHAW CHAMBER LINKS SCHOOLS WITH COMMUNITY

In a unique educational partnership, the Kershaw County Chamber of Commerce serves Kershaw County teachers and students by locating resource people to enrich classroom programs. Chamber Executive Vice-President Jim Morton says that teachers schedule needed resources and topics with their principals who, in turn, contact the Chamber. The Chamber requests two weeks notice to locate the resource person the teacher needs.

In the planning phase, discussions with the school district originally centered on development of a new community resource guide. However, past experience had shown how quickly such a printed guide becomes out-of-date. So, the partnership designed to seek out available resource persons when needed was born.

Kershaw County teachers know and use many community resources in their classes, but this effort on the part of the Chamber will have the effect of greatly expanding opportunities for community involvement in the education of Kershaw County's students. The chamber also sponsors teacher appreciation week and is planning an "Educators in Business" course for teachers, guidance counselors and administrators.

Jim Morton and Chamber member, Dean Jordan, have demonstrated serious commitment to the resource location project by visiting schools and an administrative staff meeting to promote use of this Chamber service. The School District of Kershaw County finds this "get serious about education" attitude very encouraging and anticipates rewarding experiences for both students and community members.

LEXINGTON ONE JUNIOR ACHIEVERS TRY THE "REAL THING"

In Lexington School District One, being able to use what they learn appeals to the Lexington High students in the Junior Achievement class. In a unique partnership, Carol Taylor's applied economics class is working with Michelin Tire Company in a joint business effort to teach the basic principles of economics. The classes' company, Michelex '86, is producing and selling visors.

This Junior Achievement program teaches business procedures from the bud of idea to closing down the firm. Students interested in holding company offices filled out applications. John Stark, Michelin's personnel director, interviewed them and made recommendations to the JA sponsors. Mrs. Taylor works with Russell Boyd of Michelin to coordinate the school and business interests. In addition, each Wednesday Mr. Boyd teaches the class. Michelin trained 14 students at its plant to prepare them for running a company.

Once the officers were chosen, they helped assign their classmates to various roles. Each student has a specific job.

The students conducted a market survey to decide which product they should make and sell. The choices were among a small first aid kit, a megaphone, a desk clock, and a visor. The company then issued stock.

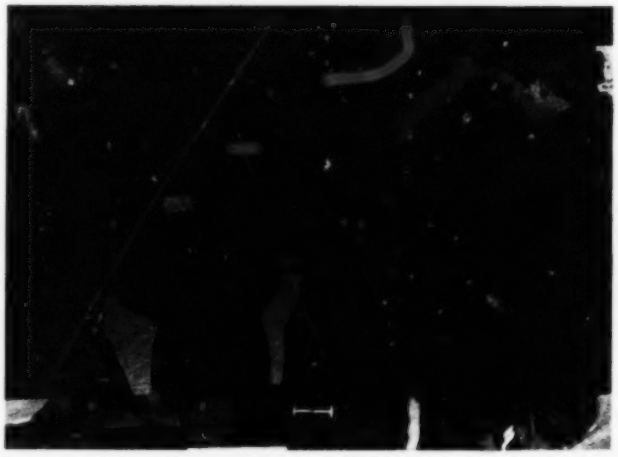
Once the students set the visor's price and a budget, they ordered materials and supplies. The visors were completed in an assembly line. Foam pieces were added at the ears and forehead, and a gold "L" was centered on the navy blue visor.

In the meantime, advertisements and other marketing strategies began. Each visor a student sells garners him a 10 percent commission. The visors sell for $2.

Detailed records are kept by the vice presidents of marketing, production, personnel and finance. At the end of Michelex's "fiscal year," the company officers will issue dividends to stockholders and liquidate the company.

Employees will be paid 40 cents an hour for production, plus commission on sales. The president receives a $5 salary while the other officers get $4.

These young people, thanks to the cooperation between Junior Achievement and the Michelin Tire Company, have been given invaluable experiences related to the world of work - getting a job, fulfilling responsibilities, producing a product, and understanding finance. This partnership truly prepares!



PROUD PARTNERSHIPS IN LEXINGTON FIVE

Lexington School District Five has varied and exciting partnerships underway with local businesses. Irmo Middle School-Campus I's theme, "Pride is High," describes the feeling that both the businesses and schools involved have regarding the past successes of their partnerships and their plans for the future.

Irmo Middle School-Campus I entered into partnerships with the NCR Corporation, Ebert Sportswear, and the Rocky Creek Nursery designed to promote student achievement and enhance school/community relations. The NCR Corporation's interest in education encourages academics. Each student who made all A's was given a tee shirt and all honor roll students were sent a certificate and a letter to recognize their accomplishment. NCR also contributed dictionaries and other materials to the media center and provided resource speakers for computer and math classes.

Promoting academic achievement was also the goal of Ebert Sportswear. The company provided student tours of their plant, resource speakers for the classroom, and school memorabilia for the "Math Counts" team. Rocky Creek Nursery sought to increase school pride through beautification of the grounds. The Nursery gave trees to be planted in recognition of Arbor Day and plants for use in a Special Education project.

Irmo Middle School-Campus R, Irmo Elementary School, and Kroger Company are proud of their multi-faceted partnership. The involvement of the Kroger Company has done much to improve and enrich the education programs at both schools. At Irmo Elementary, student well-being and school/community relations have been enhanced by Kroger's contribution of cabinets, snacks, and field-trip experiences for kindergarten classes. Kroger also provided grocery bags for the students to illustrate with information about the school. Then used by Kroger to pack customers' purchases, these bags were a delightful and unique communications vehicle from school to community.

To support and recognize academic achievement, Kroger awarded special trophies to those students at Irmo Middle School-Campus R who maintained all A's throughout the entire school year. Under the direction of Mr. Bob Gemmill of Kroger Company, these trophies were presented to the high achieving seventh, eighth, and ninth graders at the year-end awards assemblies. In addition, the names of these students are added each year to a plaque presented to Campus R by Kroger Company for permanent display in the school's trophy case.

Under the auspices of the gifted program at Campus R, one student participated in the daily working of the Deli-Bakery Department of Kroger. The purpose of this visit was to give the student the opportunity to observe problem solving in the work place first-hand. Kroger treated the student in a special way and provided experiences that could not be duplicated in the regular school program.

Kroger is also a valuable resource for teachers. Teaching materials, guest speakers, on-site visits and job training placements are all services offered to Campus R by the Kroger Company.

The association of Campus R and Kroger has been a strong and positive one. Realizing that the education of children must be a combined effort, the partnership between the school and Kroger help to meet this goal. Both organizations believe students need to realize that "education" goes beyond the school grounds. They need to know that the community cares about them and supports them in a positive way. Campus R's association with Kroger extends the boundaries of learning and exemplifies an involved and caring community resource.

The students, teachers, and administration at Irmo Elementary School have another partner of whom

they are very proud. Mr. John Hamilton, the business/education partner from the Great West Life Assurance Company, has been most supportive of Irmo Elementary School. Through his company, he has provided $1,000 per year for three years to use in securing instructional materials for students and teachers.

In addition to providing these funds, Mr. Hamilton has donated equipment and will loan equipment items that may be needed on a temporary basis. Resource speakers, tutoring service, and teacher workshop assistance are also available from the company. Field-trip experiences to his business office are also available.

Great West Life Assurance Company is indeed a friend to the school. The company's involvement did not stop with the business/education partnership. The company was instrumental in securing the St. Andrew's Optimist Club as a sponsor for the school's "Just Say No Club." Through that effort, the Optimist Club provided all the financial backing to organize this club, which emphasizes an alternative to drug abuse. The Optimists paid for tee shirts, buttons, membership cards, etc., for all of the students who wanted to be members of the "Just Say No Club." Mr. Hamilton organized and contacted guests to be a part of the school's Kick-off Assembly Program to talk with the students about drug abuse.

Mr. Hamilton participated in assembly programs and served as emcee for the school's balloon launch in the spring. Irmo Elementary is indeed proud to have the Great West Life Assurance Company as an outstanding business/ education partner and a valuable friend of Lexington County School District Five and public education.

PICKENS COUNTY FOURTH GRADERS GO "ON THE AIR"

Fourth graders in Mrs. Gracie Price's classes at Central Elementary School in Pickens County have been participating in an exciting and challenging educational experience this fall because of the cooperative efforts of their teacher, radio station WCCP in Clemson and businesses in Central and Clemson. The children have been reading essays that they have written about famous South Carolinians on the radio.

According to Mrs. Price, the experience has been a truly rewarding one for the children. "Because of this experience, these children will be more able to communicate with others. Their oral reading skills are greatly improved and I have noticed a marked improvement in the self-esteem of many of the children. We at Central Elementary School are so very appreciative to the management and staff of radio station WCCP and to the 12 local businesses who made this experience possible for the children," she said.

This program originated as a result of Mrs. Price's philosophy that children should understand why reading is so important in today's world. "If a child has a purpose and a goal, he will learn more. Through this program, the children who participated had the opportunity to experience first-hand the results of having good reading skills. Their hard work resulted in much more than a grade on a classroom exercise. Their efforts have intrinsic value for the children because they know now why reading is important," she said.

Early this school year, Mrs. Price contacted Mac Martin, sales manager for WCCP, and inquired about the possibility of children in her classes reading essays that they had written pertaining to famous South Carolinians on the radio. Mr. Martin liked the idea and agreed to pursue the suggestion with local merchants. The response was extremely positive. In just a few days, 12 local businesses had agreed to sponsor the program. The sponsors were: James V. Patterson Real Estate; Care-A-Lot Nursery; Central Auto Parts; Carolina Real Estate; The Arc Restaurant; Carolina Lawn and Leisure; East Clemson Florist; Bobby Hopkins; Central Pharmacy; Duckett Funeral Home; Central Concrete; and Burton-Prater Real Estate. In addition, WCCP agreed to donate one minute of air time for each minute of air time purchased by the sponsors.

As a result, each weekday at 12:20 p.m. and each Saturday at 9:00 a.m. from September through December a fourth grader's essay about a famous South Carolinian was broadcast on WCCP. Due to time limitations, each essay was limited to 75 words.

Before writing the essay, each child had to read about and research his subject thoroughly. Many of the children made the research a family project and enlisted the assistance of parents and brothers and sisters, as well as Marilyn Evans, the librarian at Central Elementary, and Donna Monck, the librarian at the Allen Community Library, a branch of the Pickens County Library, in Central.

After the research was completed, each child wrote his essay and got ready to "go on the air." Every Monday after school from September through December, Mrs. Price took the children whose essays would be aired that week to the radio station for a recording session. This was a stimulating learning experience in itself! After the recording session, the children were given a tour of the station and received a great deal of information about the operation of a radio station.

The station staff members were extremely patient with the children and made the visit a special occasion for each child. Though participation was not mandatory, 72 fourth graders (approximately 75% of the class) chose to participate.

For these fourth graders, a wonderful learning experience was made possible and happy memories resulted from this cooperative effort of Central Elementary and local businesses.

Kenny Garrison, a fourth grader at Central Elementary School, is shown reading his essay on radio station WCCP in Clemson. Also pictured is Mac Martin, WCCP's sales manager.

PARTNERSHIP RESULTS IN EXEMPLARY JOURNALISM LAB IN RICHLAND SCHOOL DISTRICT TWO

Spring Valley High School and Atlantic Soft Drink Company have put into practice a unique pattern of partnership and cooperation dedicated to improving the quality of education for students in Northeast Columbia. When Spring Valley decided in May of 1986 to seek funds for enhancing the school's journalism program, aid from the company made the "Pepsi Journalism Laboratory" a reality.

Atlantic Soft Drink Company's expertise helped Spring Valley begin a program of research, budgeting, planning and carry-through for a journalism classroom which includes state of the art equipment for the yearbook, the school newspaper, the literary magazine, the student handbook and other publications for students, parents and the community. In addition, an outdoor student lounge was created. With company and school commitment, effort and creativity the journalism laboratory has been implemented effectively and quickly. This program received high recognition when Governor Richard W. Riley participated in its dedication.

Atlantic Soft Drink Company donated approximately $10,000 for desk-top publishing equipment and software programs. A McIntosh Plus and laser printer allow students to provide copy-ready print for publication. In addition to the equipment, the company provided assistance with classroom decorating. They furnished posters, plaques, and paint, along with help for carrying out a colorful room design.

Atlantic Soft Drink Company's involvement has served to generate involvement by other local businesses in this school project. Pope Electric furnished electrical wiring to efficiently operate computer equipment. Sox Fencing enclosed the outdoor facility at no cost to the school. Atlantic's public relations department assisted by providing invitations to the dedication ceremony.

The spirit of cooperation shown to Spring Valley High School by these businesses has provided encouragement for others to become involved. Parents formed a Journalism Booster Club, which planned and prepared for a reception immediately following the journalism lab's dedication ceremony. A local nursery provided plants for the outdoor lounge area. A landscape plan was provided, and youngsters from the school's horticulture class for educable mentally handicapped students planted the outdoor area.

Atlantic Soft Drink Company president and chief executive officer James L. Moore serves as Vice-President of the Spring Valley Education Foundation. In this capacity he has promoted the teacher small grant program and has actively been involved in fund raising for the Board.

Perhaps the most significant aspect of Atlantic Soft Drink Company's contribution is that they recognize the importance of quality education, which they support with spirit and enthusiasm. This recognition underlies everything the company contributes as they support the school system and community where their people live and work.

WILLIAMSBURG COUNTY SCHOOLS ENJOY MANY SUCCESSFUL PARTNERSHIPS WITH LOCAL BUSINESSES

The Bank of Greeleyville/ Greeleyville Elementary School

During the past year, the Bank of Greeleyville has worked with the Williamsburg County Schools to enhance school and community relations, promote student achievement, recognize teacher efforts, and increase students' self concepts.

In an effort to obtain unbiased input concerning instructional programs and overall school maintenance, the Bank of Greeleyville offered a place to attractively display the "Little Red School House" suggestion box. They have also helped enhance school-community relations by displaying student art work and informative posters regarding educational insights.

The school district is finding the bank an invaluable partner in promoting student achievement. They are helping to teach basic banking and economics to elementary students through the use of field trips and a Donald Duck film, which the bank purchased for primary students. This film demonstrates the circulation of money and its origin. Also, for the past four years, the Bank of Greeleyville has participated in the district's career week program. Students have found their presentations both informative and entertaining.

This year the bank has made it possible for Greeleyville Elementary School to reward students for academic and personal accomplishments. They have graciously donated prizes, such as ice cream parties, for student achievement in academic and awareness competitions. The bank has also made it possible for the school to recognize every student's birthday with a happy birthday balloon.

Teachers have not been left out. To recognize their diligence and relentless efforts, the bank has surprised the staff with "Keep Up the Good Work" lollipops, given out happy birthday balloons to faculty members on their birthdays, and distributed ink pens to all teachers as a "pat on the back" for a job well done.

The Bank of Greeleyville has proven itself to be a concerned and dedicated business partner. During the past year they have worked side by side with Greeleyville Elementary to promote quality education and foster the highest community-school relations. Their efforts are to be commended.

Tupperware Manufacturing/ Hemingway Vocational Center

Tupperware Manufacturing Company has been very supportive of public education and in particular vocational education programs at Hemingway Area Vocational Center. Two of their employees serve on advisory councils. They have also provided personnel to conduct training for students on job interviews. Several times during the school year the district has been contacted by the personnel department and/or the maintenance department offering surplus supplies that were very valuable contributions to the vocational programs. The company was also instrumental in helping the district secure funds for updating equipment in the electrical shop of the vocational center. Their efforts included a $2,000 contribution.

Tupperware also played a key role in helping justify a vocational course in Industrial Maintenance Mechanics. The need for people trained in hydraulics, robotics, and electronics was evident from the results of Tupperware's needs assessment. Consequently, the district received a grant from the Office of Vocational Education for $110,000 for the purpose of implementing a new course in Industrial Maintenance Mechanics. The course is in its second year with thirty students enrolled.

Overall, one of the most important contributions of Tupperware to the Williamsburg County Schools is that they continue to employ many of the

vocational graduates. And this is what the partnership is all about - the proper training for future productive employees. The district is extremely proud of its relationship with Tupperware.

Wellman Industries/ Hemingway Area Schools

Wellman, Incorporated, is a diversified, multi-national textile corporation with its manufacturing headquarters in Johnsonville, South Carolina. Believing that industry has the talent and obligation to contribute to society in many vital and meaningful ways, Wellman Industries lives up to that responsibility through its people resources and financial involvement. Local schools are often the recipients of these services.

Wellman provides scholarships to some area high school students, hires high school students for summer jobs, supports learning for its employees by paying tuition for work-related courses, has an adult education program on site, and offers young people a place to come back to work when the formal phase of their education is done. Wellman management personnel go out to local schools to share their expertise with the students on various topics such as computer programming and office procedures whenever called upon to do so. On-site tours are also provided for student groups.

The company has been involved in local Adopt-A-School programs and has made substantial contributions to many of our state colleges and educational foundations. A most recent contribution from Wellman to the Hemingway Schools was a donation of $5,000 toward a desperately needed air conditioning system.

It is not possible to list all the ways in which Wellman, Incorporated, has contributed to education locally and statewide. But when called upon, Wellman can be counted on to help in whatever capacity it can.

Gist-Brocades/ Kingstree Elementary School

The productive partnership between Gist-Brocades of Kingstree and Kingstree Elementary School is due in large part to the leadership of Jim Hettenhaus, Vice-President of Production and Engineering, and Ron Easler, Manager of Human Resources at Gist-Brocades. The company has supplied manpower and money in multiple efforts to support and enhance the educational program at Kingstree Elementary.

Both teachers and students have been the beneficiaries of Gist-Brocades' generous efforts. Over the duration of the partnership, the company has purchased a desk and refrigerator for the teachers' lounge, supplied door prizes for PTA meetings, and has contributed significantly to an effort to air condition the entire school. Thirteen room air conditioners have already been purchased, and Gist-Brocades has committed to manufacture "Kingstree Elementary School Pancake Syrup," at no cost, for the PTA air conditioner fundraiser.

Gist-Brocades has also contributed to the improvement of the school building by cooperating with the PTA in a project to repaint all areas of the school. And, the company has committed to supply much of the equipment necessary to equip a new science lab.

These factors demonstrate the willingness of Gist-Brocades to commit economic resources to the partnership. But it is the personal depth of the partnership which deserves honor. The people of Gist-Brocades have demonstrated a desire to see excellence in Kingstree Elementary School. This desire has manifested itself in a willingness to meet school needs shoulder to shoulder - in concert with every member of the staff. It is this desire and willingness to help which affords the opportunity to predict a long and fruitful partnership dedicated to excellence, and committed to the goal that Kingstree Elementary School shall be among the finest.

ROCK HILL SCHOOL DISTRICT THREE PRIZES PARTNERSHIPS

Carowinds

Summer Fun means Carowinds Theme Park. Many Rock Hill District Three students play there. Some of the students and teachers work there. Carowinds has demonstrated its appreciation for the Rock Hill schools by working to develop a special package of programs for secondary students.

First, an attendance incentive program has been tailored to the special needs of junior high school students. This program is unique to Rock Hill schools as it is designed to give recognition for perfect attendance through the presentation of park coupons and tickets, letters of congratulations, and a beautiful display of names for peers and parents to see every grading period. Come visit a junior high to see how it works!

Carowinds also helped to pilot an educational series for the 1985-86 school year from USA Today called Classline. The program includes guide books and newspapers for junior high language arts, as well as senior high government and economics. A special issue for career planning was also provided. Rock Hill teachers gave excellent feedback on the program, and Carowinds is providing the service again for 1986-87.

Thank you, Carowinds!

Carowinds representatives Mike Tinkler, Ray Harges, and Buddy Cannon proudly present the perfect attendance display to Rawlinson Road principal, Bob Parker.

Amida Industries

Amida Industries, Inc., manufacturers of portable lighting equipment used in construction and mining operations, chose to adopt Rawlinson Road Junior High School as its partner. Mr. Irvin Plowden, owner of Amida Industries, has taken an active interest in planning the partnership while his wife, Jean, serves as contact person for coordination of partnership activities.

During the 1985-86 school year, the 65-employee company provided the following services and materials to Rawlinson Road students:

- a slide show for world geography classes;
- a tour of the Amida plant for the school's pre-vocational education classes;
- judges for the school's Science Fair;
- color-coded electrical wire for making jewelry and sculpture in art classes; and,
- assistance in preparing for the school's social studies fair.

Thank you, Amida!

Rawlinson Road teachers, Lenore Berry and Ann Reed, plan a field trip with Irvin Plowden of Amida Industries.

CONCLUSION

These reports from 14 school districts represent a recent strengthening of the ties between business and education in South Carolina. They symbolize not only a desire for better schools, but a willingness to become involved in making them a reality. Businesses are saying "yes" when asked to help in specific ways, and are often taking the initiative in offering their unique services.

Today's partnerships are building a base of mutual cooperation between business and education in a time of rapid change for both. Understanding this change and working together will help insure a brighter future for all South Carolinians. Gratitude is due all those who have made the effort to create outstanding business/education partnerships.